



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ATTORNEY DOCKET NO. 084561-0107

Applicant: Mark LANDESMANN
Title: SERIOUS INTENT MECHANISM AND METHOD
Appl. No.: 09/862,420
Filing Date: 05/23/2001
Examiner: Donald Champagne
Art Unit: 3622
Confirmation Number: 8465

INFORMATION DISCLOSURE STATEMENT
UNDER 37 CFR §1.56

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Submitted herewith on Form PTO/SB/08 is a listing of documents known to Applicant in order to comply with Applicant's duty of disclosure pursuant to 37 CFR §1.56.

A copy of each non-U.S. patent document and each non-patent document is being submitted to comply with the provisions of 37 CFR §1.97 and §1.98.

The submission of any document herewith, which is not a statutory bar, is not intended as an admission that such document constitutes prior art against the claims of the present application or that such document is considered material to patentability as defined in 37 CFR §1.56(b). Applicant does not waive any rights to take any action which would be appropriate to antedate or otherwise remove as a competent reference any document which is determined to be a *prima facie* art reference against the claims of the present application.

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TIMING OF THE DISCLOSURE

The listed documents are being submitted in compliance with 37 CFR §1.97(c), before the mailing date of either a final action under 37 CFR §1.113, a notice of allowance under 37 CFR §1.311, or an action that otherwise closes prosecution in the application.

RELEVANCE OF EACH DOCUMENT

All of the documents are in English.

Applicant respectfully requests that each listed document be considered by the Examiner and be made of record in the present application and that an initialed copy of Form PTO/SB/08 be returned in accordance with MPEP §609.

FEE

A credit card payment form in the amount of \$180.00 is enclosed in accordance with 37 CFR §1.17(p) to cover the fee associated with an information disclosure statement under 37 CFR §1.97(c) in the amount of \$180.00.

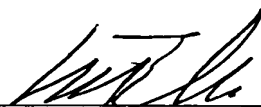
The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §1.16-§1.17, or credit any overpayment, to Deposit Account No. 19-0741. Should no proper payment be enclosed herewith, as by the credit card payment form being unsigned, providing incorrect information resulting in a rejected credit card transaction, or even entirely missing, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 19-0741.

Respectfully submitted,

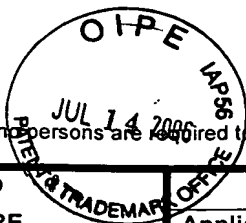
July 14, 2006

Date

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Substitute for form 1449B/PTO

INFORMATION DISCLOSURE
STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet

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of

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Complete if Known

Application Number	09/862,420
Filing Date	05/23/2001
First Named Inventor	Mark LANDESMANN
Group Art Unit	3622
Examiner Name	Donald Champagne
Attorney Docket Number	084561-0107

U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (if known)			
	D1	5,249,044		VON KOHOM	09-1993	
	D2	5,285,278		HOLMAN	02-1994	
	D3	5,502,636		CLARKE	03-1996	
	D4	5,515,270		WEINBLATT	05-1996	
	D5	5,592,560		DEATON et al.	01-1997	
	D6	5,642,485		DEATON et al.	06-1997	
	D7	5,327,508		DEATON et al.	07-1997	
	D8	5,644,723		DEATON et al.	07-1997	
	D9	5,649,114		DEATON et al.	07-1997	
	D10	5,717,923		DEDRICK	02-1998	
	D11	5,724,521		DEDRICK	03-1998	
	D12	5,822,735		De LAPA et al.	10-1998	
	D13	5,884,277		KHOSLA	03-1999	
	D14	5,924,080		JOHNSON	07-1999	
	D15	5,970,469		SCROGGIE et al.	10-1999	
	D16	6,012,051		SAMMON, Jr. et al.	01-2000	
	D17	6,014,638		BURGE et al.	01-2000	
	D18	6,049,777		SHEENA et al.	04-2000	
	D19	6,055,513		KATZ et al.	04-2000	
	D20	6,055,573		GARDENSWARTZ et al.	04-2000	
	D21	6,061,660		EGGLESTON et al.	05-2000	
	D22	6,094,677		CAPEK et al.	07-2000	
	D23	6,134,532		LAZARUS et al.	10-2000	
	D24	6,185,541		SCROGGIE et al.	02-2001	
	D25	6,236,978		TUZHILIN	05-2001	
	D26	6,298,330		GARDENSWARTZ et al.	10-2001	
	D27	6,317,718		FANO	11-2001	
	D28	6,327,574		KRAMER et al.	12-2001	
	D29	6,332,126		PEIRCE et al.	12-2001	
	D30	6,415,262		WALKER et al.	07-2002	
	D31	6,484,146		DAY et al.	11-2002	

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document			Name of Patentee or Applicant of Cited Documents	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Office ³	Number ⁴	Kind Code ⁵ (if known)				
	D32	WO	00/62184		NG	10-2000		

Examiner
SignatureDate
Considered

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Unique citation designation number. ² See attached Kinds of U.S. Patent Documents. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document.

⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

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Substitute for form 1449B/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT		Complete if Known	
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NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.) date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ⁶
	D33	Bayesian Model Averaging: A Tutorial (with discussion) (306k bytes), Corrected version of the Statistical Science 14:4, 382-417, article, Jennifer A. Hoeting et al., November 1999 downloaded July 22, 2002	
	D34	CHARTRAND, "A Method of Collecting Consumer Data Renews Questions About Patents on Business Practices," The New York Times, July 30, 2001, Section C2.	
	D35	Data Mining: Staking a Claim on Your Privacy, January 1998, downloaded from http://www.ipc.on.ca/english/pubpres/papers/datamine.htm , 8/0/02	
	D36	"Fleet financial banks on data warehouse, Target Marketing, Philadelphia, November 1998.	
	D37	Information technology and the privacy of the individual, The Role of Privacy in Modern Society, by Dave Redell, by Dave Redell, September 23, 1992 downloaded from http://home.pacbell.net/webright/personal/acm.text ,	
	D38	Permission Marketing by Seth Godin, Simon and Schuster, copyright 1999, chapter 10	
	D39	Permission Marketing: the Way to make advertising work again (Interactive Marketing (excerpt from "Permission marketing: Turning Strangers into Friends and Friends into Customers") Dialog # 01777383, File #570, by Hoke Communications Inc., May 199	
	D40	Petition decision on case 09/349,860, mailed to Walker Digital, Stanford CT, on December 29, 2005.	
	D41	Privacy fears raised by DoubleClick database plans By Courtney Macavinta, January 25, 2000, downloaded from http://news.com.com/2100-1023-236092.html?tag=rm , 08/08/20	
	D42	Privacy Activists File DoubleClick Complaint, by Keith Perine, the Industry Standard, February 10, 2000	

Examiner Signature		Date Considered	
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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